

Message Text

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PAGE 01 MILAN 00580 091520Z

44

ACTION EUR-12

INFO OCT-01 ISO-00 EB-07 /020 W
----- 057414

R 091416Z MAR 76
FM AMCONSUL MILAN
TO USDOC WASHDC
INFO SECSTATE WASHDC 4606
AMEMBASSY ROME

UNCLAS MILAN 0580

E.O. 11652: N/A
TAGS: BEXP, IT
SUBJECT: FINAL REPORT MARCH INDUSTRIAL MAINTENANCE AND PLANT
OPERATIONS SHOW

1. INDUSTRIAL MAINTENANCE AND PLANT OPERATIONS EXHIBITION
2. USTC MILAN, MARCH 2-6, 1976
3. 17 PARTICIPANTS
4. SALES DURING SHOW: \$265,850
5. SALES PROJECTED NEXT 12 MONTHS
 - A) NTM - \$2,074,000
 - B) OTM - \$300,000
- TOTAL: \$2,374,000
6. FOUR EXHIBITORS SOUGHT EXREPS
7. TWO EXREPS APPOINTED DURING SHOW
8. FOUR ADDITIONAL EXREP AGREEMENTS EXPECTED TO BE SIGNED
NEXT TWELVE MONTHS
9. N/A
10. TOTAL 518 REGISTERED VISITORS
11. A) THE HOTSY CORP., ENGLEWOOD, COLORADO. NTM.
EXHIBITED HIGH PRESSURE CLEANING EQUIPMENT.
SOLD \$20,000 WORTH OF ITS EQUIPMENT DURING SHOW
WITH AN ADDITIONAL \$90,000 IN SALES EXPECTED NEXT
12 MONTHS. SIGNED ONE EXREP DURING EXHIBIT EXPECTS
APPOINT ONE OTHER NEXT YEAR. WROTE GLENN R. JORGENSEN:
"ACCOMPLISHED WHAT WE INTENDED...CENTER ASSISTANCE WAS
100 PERCENT. WE WOULD PARTICPATE AGAIN." CLEARED
- B) MINIMASK, BELLEVILLE, ILL. NTM. EXHIBITED NASAL

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PAGE 02 MILAN 00580 091520Z

RESPIRATORS. SOLD \$850 DURING SHOW WITH EXPECTED 12 MONTH

SALES OF \$300,000 APPOINTED ONE EXREP DURING SHOW.

WROTE WM. J. SCHLOSSER, SECRETARY TREASURER: "OUR FIRST IN ITALY. WELL RECEIVED AND SERVICED BUT LIGHT ATTENDANCE." CLEARED

C) EXPANDO SEAL TOOLS, SPRING HOUSE, PENN. NTM. EXHIBITED MAINTENANCE EQUIPMENT. DURING EXHIBITION SALES: \$35,000. PROJECTED 12 MONTH: \$105,000. WROTE ING. MANTOVANI, ITALIAN AGENT: "SHOW COULD HAVE BEEN MUCH MORE SUCCESSFUL IF IT HAD BEEN MORE SPECIFIC AND VERTICAL IN NATURE -- ONLY FOR MAINTENANCE NOT SO DISPERSE IN PRODUCTS." CLEARED

D) JLG INT'L., MCCONNELSBURG, PA. NTM. EXHIBITED AERIAL WORK PLATFORM. PROJECTED 12 MONTH SALES: \$375,000. WROTE MR. MARTONE, MKTG. MGR. : THE SHOW PROVED VERY SATISFACTORY FOR US BUT APPEARED TO BE SOMEWHAT THIN IN CONTENT. THEME IS VALID BUT REQUIRES BETTER LINEUP OF EXHIBITORS." CLEARED EXCEPT FOR SALES FIGURES.

12. THE MTC'S FIRST PURELY INDUSTRIAL SHOW OF THE BICENTENNIAL YEAR, "INDUSTRIAL MAINTENANCE AND PLANT OPERATIONS" HAD MODEST SUCCESS DESPITE DISAPPOINTING ATTENDANCE. OFF THE FLOOR SALES OF \$265,850 WERE PARTICULARLY NOTEWORTHY, CONSIDERING THE SMALL NUMBER OF COMPANIES EXHIBITING. FOUR EXHIBITORS SOUGHT EXREPS DURING THE SHOW WITH TWO SUCH AGREEMENTS SIGNED DURING THE EXHIBITION AND AN ADDITIONAL FOUR EXPECTED TO BE SIGNED DURING THE NEXT 12 MONTHS. FOURTEEN OF THE SEVENTEEN PARTICIPANTS RESPONDED THAT THEIR FIRST OBJECTIVE IN PARTICIPATING IN THE SHOW HAD BEEN ACHIEVED WITH TWO RESPONDING "PARTIALLY" AND ONLY ONE "NO".

THE EXHIBITION HOWEVER, FAILED TO MEET OUR EXPECTATIONS FOR THIS NEW THEME. MTC BELIEVES THAT THE SHOW HAD TOO BROAD A PRODUCT MIX AND TOO FEW PARTICIPANTS TO ATTRACT IN DEPTH ATTENTION FROM FAIR-SATED ITALIAN INDUSTRIAL COMMUNITY. THEME MAY BE A VALID ONE BUT IF EVER TRIED AGAIN SHOULD BE MUCH MORE SPECIFIC IN CHARACTER, I.E. INDUSTRIAL MAINTENANCE OR PLANT OPERATIONS OR WORK SAFETY AND SECURITY. COMBINATION OF THREE THEMES PRODUCED "GRAB BAG" NATURE OF EXHIBITION SHOWWHATE UNSATISFYING TO BOTH EXHIBITORS AND VISITORS.

IN ADDITION, FACT THAT EXHIBITION HELD IN SAME TIME PERIOD AS HEVAC, WHOSE LARGE AUDIENCE JAMMED ADJACENT FAIRGROUNDS, UNCLASSIFIED

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PAGE 03 MILAN 00580 091520Z

WAS CLEARLY DETRIMENTAL TO MTC EXHIBITION. MTC CANNOT COMPETE WITH HEVAC (WHICH JUST IS TOO LARGE, AND WELL ATTENDED SHOW WITH RESULTING TRAFFIC JAMS AND PARKING PROBLEMS). MTC RECOMMENDS THAT OIM AVOID HEVAC TIME PERIOD (MARCH 1-7) IN FUTURE SHOW SCHEDULING.FINA

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 09 MAR 1976
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1976MILAN00580
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D760089-0358
From: MILAN
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1976/newtext/t19760380/aaaacsto.tel
Line Count: 112
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION EUR
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 3
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Review Action: RELEASED, APPROVED
Review Authority: ShawDG
Review Comment: n/a
Review Content Flags:
Review Date: 31 AUG 2004
Review Event:
Review Exemptions: n/a
Review History: RELEASED <31 AUG 2004 by meiwc>; APPROVED <08 DEC 2004 by ShawDG>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
04 MAY 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: FINAL REPORT MARCH INDUSTRIAL MAINTENANCE AND PLANT OPERATIONS SHOW
TAGS: BEXP, IT
To: COM
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 04 MAY 2006